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1937

J. K. ALEXANDER

The World's Largest Dahlia Grower

ALEXANDER'S DAHLIAS

499 CENTRAL STREET

EAST BRIDGEWATER, MASS.

RETURN POSTAGE GUARANTEED

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

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East Bridgewater, Mass.

Permit No. 2

INSTRUCTIONS—INFORMATION

Please Read Before Ordering

REMITTANCES—May be made by Check, Post Office or Express Money Order, or Registered Letter, and if for less than \$1.00 can be made in U. S. Stamps. Coin and money should be sent by registered letter. Customers residing outside the United States please do not send Foreign stamps or currency—a Post Office order is preferable. All unpaid orders will be sent C. O. D. unless satisfactory arrangements can be made when the order is given.

GUARANTEE—I wish it distinctly understood that although I take all possible pains, I will not be responsible beyond the purchase price. I guarantee every root and plant I send out to be just as represented, absolutely true-to-name, reach its destination safely in good growing condition. I will cheerfully replace anything that fails to prove otherwise, and will appreciate your calling my attention to it. All orders postpaid.

NAME AND ADDRESS—Please remember to write your name, street and number, Post Office, County, State and Country if Foreign, as plainly as possible. Post Office Box or R. F. D. number if you have one. This will avoid delays and chances for errors.

ALWAYS ADDRESS

J. K. ALEXANDER, The Dahlia King

or **HONEST JOHN**

499 Central St., EAST BRIDGEWATER, MASS.

THE CULTURE OF THE DAHLIA

Success Will Follow If You Observe These Instructions

PLANTING. Plant roots in hills or drills, laying flat down, 6 inches deep. Do not stand the root on end. If you stand the root on end, having the sprout near the top of the ground, all the new roots which will form will grow near the top of the ground and when you have a dry spell your plant becomes stunted, whereas, if the roots were planted flat down 6 inches deep, no matter how dry the season, the roots would receive sufficient moisture to keep them growing. If planting with manure, cover manure an inch or so before planting roots; fertilizer should be thoroughly worked into the soil. Either fertilizer or manure will burn the sprout; be sure to cover with soil.

By planting the root first, then covering an inch or so with soil and applying your fertilizer or manure, your plant receives the entire benefit of the dressing. The dressing is above the root and every rain carries the food down to the roots, whereas, if your dressing is below the root, each rain takes your dressing further away from your plant.

CULTIVATION. Cultivation is the principal requirement of the Dahlia—the most important of all operations to insure success. Keep the soil well cultivated and free from weeds; never allow the soil to crust.

Be sure your friends get all my catalogs, as I guarantee all my stock to grow true to name, or stock is cheerfully replaced free of all expense.

I have been in the Dahlia and Plant growing business for over 49 years and at one time had over 40,000 customers and have shipped bulbs all over the world.

I shall only issue a folder this Spring on account of hard times, so send all orders from this.

NEW LARGE-FLOWERING DAHLIAS

FOR 1937

This collection of 25 Gold Medal Dahlias are World beaters.

In competition or for cut-flowers these are some of the best I have even been able to offer for such a bargain price.

All of my Dahlias are potash-fed, as I use a 7/10% potash in all my Fertilizer at planting time.

Every Dahlia in this collection measures 8-14 inches in diameter and the regular value is \$67.00 but I will send this collection of 25 Gold Medal Dahlias anywhere in the U. S. A. for \$55.00 postpaid.

- AMELIA EARHART.** S. C. One of the greatest prize winners to date and won the Achievement Medal in open competition. Very large flowers of apricot-buff with primrose at base of petals. \$2.00 each, 3 for \$5.00.
- BAGDAD.** I. D. A large flaming scarlet-red and no Dahlia has a more vivid color. 50c each, 3 for \$1.25.
- BUCKEYE BRIDE.** I. D. Geranium pink, very delicate shade in a Dahlia, one of the best cut-flower varieties to date, fine form. \$1.00 each, 3 for \$2.50.
- BUCKEYE KING.** F. D. Golden Rule. A very large clear amber yellow, flowering on top of very long stiff stems, a wonderful cut-flower or exhibition variety. This won first everywhere it was exhibited. \$2.00 each, 3 for \$5.00.
- CHAMPOEG.** I. D. This is one of the most beautiful Dahlias I have ever grown. It is a fine, large flower with three colors, the ground being lemon-yellow with suffusion of deep rose-pink splashed with soft carmine, a wonderful bloom. \$1.00 each, 3 for \$2.50.
- CHAUTAUQUA SUNSET.** I. D. One of the finest Dahlias originated to date. The blooms are mammoth, facing the sky on long cane stems, a magnificent combination of sunset colors, gold, orange and peach-red. \$3.00 each, 3 for \$7.50.
- DWIGHT W. MORROW.** I. D. A gigantic cardinal red, much admired. \$1.00 each, 3 for \$2.50.
- EASTLAND SUNBEAM.** I. D. One of the finest Dahlias grown with large showy flowers on long stems of deep cinnamon-red, an unusual shade. \$2.00 each, 3 for \$5.00.
- FRANKLIN D. ROOSEVELT.** I. D. Deep jack-rose shade, very large flowers on long stiff stems. \$2.00 each, 3 for \$5.00.
- HELEN IVANS.** S. C. A beautiful orchid-lavender-pink of immense size with fine long stems, one of the very best Dahlias grown, very free. \$1.00 each, 3 for \$2.50.
- HUNT'S VIOLET WONDER.** I. D. This Dahlia received one of the highest awards in the New York Dahlia Show, for size and excellent keeping qualities. It is a rich, bright violet, burgundy shade; under artificial light it has the appearance of a giant purple; strong grower. \$7.50 net.
- JANET SOUTHWICK.** I. D. Bright burgundy-red, a fine large flower on stiff stems. \$2.00 net.
- JAURICE.** I. D. A large purple-crimson, strong on the crimson, with fine long stems, very free flowering, a wonderful cut-flower. \$1.00 each, 3 for \$2.50.
- MISS LONG ISLAND.** I. D. One of the finest pinks ever introduced and can be recommended as one of the best. \$7.00 net.
- MRS. GEORGE BOUTELLIER.** I. D. This is one of the finest large-flowering Dahlias grown, flowers 12-14 inches in diameter, of bright carmine-red to rich cardinal, with full center, very deep flower on long stiff stems, a Gold Medal Winner. \$5.00 each, 3 for \$12.50.
- MURPHY'S MASTERPIECE.** I. D. Immense dark red that can be grown 15-16 inches in diameter by disbudding. A prize winner everywhere. \$3.00 each, 3 for \$7.50.
- MYRA HOWARD.** I. D. The color a glowing combination of saffron, yellow and tints of salmon in center. \$2.00 net.
- ORIENTAL GLORY.** I. D. This Dahlia was the winner of the American Home Achievement Medal. The color is cadmium-orange overlaid with scarlet, fine formed flower with stiff stems. \$2.00 each, 3 for \$5.00.
- PANSY G. WHITE.** S. C. A fine Hybrid Cactus, clear yellow, good size. \$1.00 each, 3 for \$2.50.
- PATRICIA WYMAN.** I. D. White with a soft cast of lavender-veining in each flower, free flowering on top stems, a fine strong grower with some of the most beautiful blooms grown. \$2.00 each, 3 for \$5.00.
- QUEENSBORO.** I. D. Very large blooms of clear scarlet, long stems, very free flowering, a fine cut-flower, a new creation. \$2.00 each, 3 for \$5.00.

SATAN. H. C. Flaming red, very bold large blooms held on long stiff stems above the foliage, a good cut-flower. \$1.00 each, 3 for \$2.50.

THE FIREMAN. I. D. Spectrum-red of occasional stripes and tips of mustard-yellow, and won many prizes. \$3.00 each, 3 for \$7.50.

TOWERS' EMPIRE. I. D. Here is one Dahlia that should be grown in every garden and one I can highly recommend. The flowers are of mammoth size, growing well above the foliage, having from 12-20 blooms at one time. The foliage is fern-like, different from most Dahlias and flowers are clear gold, shading amber. \$10.00 each, 3 for \$25.00.

VERNON'S RED. I. D. A grand new Decorative of deep velvety maroon, very large and attractive, flowering well above the foliage. \$3.00 each, 3 for \$7.50.

This fine collection of 23 up-to-date and recent introductions of Silver Medal prize-winning Dahlias are some of the very best ever offered for such low prices. These large-flowering Decoratives which sell for \$27.50 for \$20.00 postpaid.

This collection cannot be split up, but must be sold at above price.

AGNES L. YOUNG. A brilliant red with golden tips, petals much curled. \$2.00 each, 3 for \$5.00.

ALYCE MARIE GALVIN. White with faint tone of cameo-pink, a 12-inch flower. \$1.00 each, 3 for \$2.50.

AUTUMN BEAUTY. A large golden yellow, fine form. \$1.00 each, 3 for \$2.50.

AUTUMN QUEEN. Salmon suffused orange-buff, good size. \$1.00 each, 3 for \$2.50.

AVONELLA. Amaranth purple with a sheen of rose-purple on reverse, large. \$1.00 each, 3 for \$2.50.

BISHOP FRANCIS JOSEPH SPELLMAN. Pure white, fine cut flower with long stems and good size. \$1.00 each, 3 for \$2.50.

CAPTAIN COSTE. Large clear bright gold, very waxy looking. \$2.00 each, 3 for \$5.00.

EVA QUADLING. Ox-blood red, immense flowers. \$1.00 each, 3 for \$2.50.

GIRL OF HILLCREST. Apricot-buff, very large free flowering. \$1.00 each, 3 for \$2.50.

GOLDEN GOBLIN. Large deep rich gold, perfect form. \$1.00 each, 3 for \$2.50.

HAWAIIAN NIGHT. Large bright deep red with yellow cast, fern-like foliage. \$1.00 each, 3 for \$2.50.

HILLCREST ROYALIST. Large deep purplish red. \$2.00 net.

JANE ROSS. Bright purplish-crimson shading violet. \$1.00 each, 3 for \$2.50.

J. K. ALEXANDER, JR. The largest crimson-red Hybrid Decorative ever offered, even larger than Murphy's Masterpiece and ten times as good as Satan, with a yellow fleck in center. The flowers are 12-14 inches in diameter without disbudding, standing on top of stems and as free-flowering as a Pompon. It is a giant. \$1.50 each, 3 for \$3.00.

KENTUCKY RED. Fiery-red. \$1.00 each, 3 for \$2.50.

KING OF THE BLACKS. Nearest to black of any Dahlia grown. \$1.00 each, 3 for \$2.50.

LINCOLN G. DICKEY. Primrose-yellow with a decided rose suffusion. \$1.00 each, 3 for \$2.50.

LONG HILL. Cadmium-orange shaded coral, fine form. \$1.00 each, 3 for \$2.50.

MRS. J. K. ALEXANDER. The very best clear buttercup-yellow Dahlia ever offered, a 14-16 inch flower and as free-flowering as a Pompon with long stems, a REAL Dahlia. It is the largest yellow I have ever grown. \$2.00 net.

PATRICIA ANN. Pale yellow, blending into algerine pink. \$1.00 each, 3 for \$2.50.

RIPPLES. The rose-pink blooms are held on long stiff stems. \$1.00 each, 3 for \$2.50.

SARAH JANE. A clear yellow, 9-10 inch flower and very beautiful. \$1.00 each, 3 for \$2.50.

VERCHIE HANCOCK. One of the very best new introductions ever offered, the color is a little lighter than Judge Marean, a bright orange suffused red and lemon, a very large bloom, one of my own introductions. \$1.00 each, 3 for \$2.50.

This Grand list of Superb large flowering decorative dahlias, are without an equal, for the low prices charged for such wonderful large 8 to 12 inch flowers borne on long stiff stems. Very good for exhibition or table decoration, or any other decorating purposes. Try some of them, or the entire collection and have a real dahlia garden in 1937. This collection of 116 all large flowering, 50c each, \$5.00 per dozen, or the 116 Regular Value, \$58.00, all for \$40.00 postpaid less than Wholesale cost.

- ADELPHION.** Decorative. Pink and lavender, fine with long stems, one of the best cut-flower varieties.
- ALICE GREEN.** Golden Autumn shade.
- ALICE M. ALEXANDER.** An opal-red, very rich.
- ALMA ALEXANDER.** Deep orange.
- ALTA NEVADA.** Decorative. Deep rose with glowing tangerine color, on long wire stems, nothing ever, better growing.
- AMULET.** Deep burnt orange and bronze.
- AMUN RA.** Coppery bronze.
- ANN RUTLEDGE.** Glowing orchid-cerise shaded rose with curled petals.
- ARTHUR M. HYDE.** Orchid, large.
- BEATRICE TAYLOR.** Empire yellow.
- BETTY ALEXANDER.** A beautiful Persian lilac.
- BROCKTON BEAUTY.** A large lavender.
- CATHERINE ALEXANDER.** A little lighter than old rose.
- CHARLOTTE ALEXANDER.** White with vein of purple at tips, a fine flower.
- CHEMAR'S CHARM.** A light Autumn pink shade.
- CHEMAR'S EUREKA.** Pure white.
- CITY OF NEW YORK.** A large reddish-salmon.
- COQUETTE.** One of the most beautiful red and gold combinations, a fine large flower.
- C. T. HARDWICK.** Blush lavender with white tip.
- DAD.** A large red, fine, dwarf grower.
- DOROTHY ALEXANDER.** Rich apricot yellow.
- DOROTHY STONE.** A large brilliant pink.
- DR. JOHN H. CARMAN.** Tyrian rose, tipped silver, large.
- EAGLE ROCK JEWELL.** Cream overlaid cameo pink.
- EASTERN STAR.** Saffron yellow.
- EDWARD THOMAS BEDFORD.** Large rich purple, one of the best.
- FORDHOOK VICTORY.** Deep pink.
- FORT WASHINGTON.** A large deep velvety maroon.
- FRANCIS LARROCO.** Yellow, fine.
- FRANK GALVIN.** A delicate pink.
- FRANK MILLER.** Very large picric-yellow.
- FRED TENNANT.** Burnt orange.
- GILDA GRAY.** Pure lilac shading to deep Tyrian rose.
- GLORY OF MONMOUTH.** Rich eosine-pink.
- GRACE CURLING.** A clear Cattleya lavender, one of the best.
- GRACE RICHARDS.** White and lavender.
- GRAF ZEPPELIN.** A large pure white.
- HAROLD SMITH.** One of the largest deep yellow ever offered.
- HARRIET THOMPSON.** Brilliant orange-buff, reverse Oriental red.
- HARRY MAYER.** Pale rosoline purple and lavender.
- HERALD TRIBUNE.** White with a faint shading of pink.
- IDA PERKINS.** Large pure white, fine.
- IDA TARBELL.** Deep crimson, large and fine.
- JACQUES FUTRELLE.** Light greenish-yellow, large.
- JACK O'LANTERN.** Decorative. Brilliant scarlet, like a bonfire, nothing better grown.
- JANE COWL.** Bronze buff and old gold, fine and large.
- JEAN TRIMBEE.** Large violet, long stems.
- JERSEY FIANCEE.** Rose pink.
- JERSEY MASTERPIECE.** Salmon and gold.
- JERSEY TRIUMPH.** Bright copper flushed salmon.
- JIM MOORE.** Primrose-yellow shading to gold.
- KATHLEEN NORRIS.** A true rose pink, one of the best and large.
- KEMP'S VIOLET WONDER.** A rich naphthalene violet.
- KENTUCKY.** The color of Jersey Beauty; pink with a lot of gold and yellow blending in it.
- KING MIDAS.** Golden yellow.
- LA TOREADOR.** Decorative. A brilliant red, fine large blooms

LEMONADE. Light lemon.
LENA THOMPSON. Crimson-red, tipped white.
LILLIAN GUNTHER. Decorative. Deep orange and apricot shades. One of the best bloomers ever introduced.
MABLE GOODACRE. Decorative. Soft pink and salmon suffused with orange, a fine large bloomer.
MARDI GRAS. A bold flower, American Beauty shade.
MARGARET BROOMHALL. Soft pink.
MARGARET K. ALEXANDER. Buff and burnt orange, large.
MARMION. A large pure golden-yellow with bronze shadings.
MARVEL. A beautiful orange shade.
MONMOUTH CHAMPION. A beautiful orange-scarlet, very large.
MORDELLA. Bright clear apricot-buff.
MRS. A. B. SEAL. Pure glowing old rose shading to violet-rose.
MRS. A. E. WHEELER. Fuchsia color.
MRS. EDNA B. CHAMPLIN. Deep rhodamine pink, very large.
MRS. E. L. TROTTER. Dark crimson, flecked.
MRS. GEORGE SKEEN. Shrimp pink, large.
MRS. JOHN L. EMERSON. Deep orange suffused red and yellow.
MRS. J. M. SHAFER. One of the finest pinks ever introduced.
MRS. R. T. EDWARDS. Pink, reverse plum.
NANAQUAKET. Amaranth pink, large and one of the best grown.
NELLIE KNAPP. Clear white, fine flower.
OMAR KHAYYAM. A large Chinese red shading to bright orange.
PENN CHARTER. Clear golden-yellow tinted apricot.
POLAR SNOW. Large pure white, full to center.
POP STEWART. Lavender pink, good.
PRIDE OF FT. MORGAN. Crimson red.
PRIDE OF STRATFORD. Cadmium orange, large.
PRIDE OF SPRINGHILL. This is one of the finest rose-red dahlias ever offered.
RADIO. The huge blooms are edged and tipped golden yellow.
ROBERT SCOTT. Apricot yellow.
ROBERT TREAT. American Beauty rose color; a fine flower.
ROCKY LEDGE. Decorative. One of the best yellows grown.
RODMAN WANAMAKER. Yellow, bronze and salmon-pink, a fine flower.
ROSE ALEXANDER. Deep chrome orange, edge of petals tipped white.
ROSE FALLON. Deep old gold, large.
ROXY. Blends and shades of yellowish-pink, old rose and gold.
SALEM PRIDE. Rhodamine purple flecked white, large and one of the best flowers grown.
SALMON SUPREME. Glistening salmon-orange-pink, with long stems and a fine flower.
SANHICAN'S QUEEN. Apricot and carmine-rose.
SANHICAN'S KING. Decorative. One of the dark shades.
SANHICAN'S PEACH. Decorative. California peach with a clear peach-cheek glow.
SANTA ANNA. A beautiful salmon-rose.
SIDNEY P. MITCHELL. A rich velvety red.
SOMERSET. Salmon and old gold shades, a fine flower.
SPIRIT OF ST. LOUIS. Deep American rose shading purple.
SUSAN R. ALEXANDER. Antimony yellow, a fine flower and large.
THE COMMODORE. Decorative. A clear lemon-yellow, large.
THE EMPEROR. Decorative. Deep crimson, a strong grower.
THE WORLD. Rich deep rose-magenta over-laid garnet.
THOMAS A. EDISON. A large Royal purple or petunia-violet.
TOMMY ATKINS. Fiery scarlet.
TREASURE ISLAND. Decorative. Bright apricot-red with gold and rose shading, a large dwarf.
WALKOVER PRINCE. Nopal red, each petal flecked deep orange. This is a noble flower, always full to center, a whale.
WATCHUNG SUNRISE. Golden-amber and rose-pink.
WHITE KING. True large clear white.
W. H. T. Decorative. Old-rose-pink, a beautiful large flower.
WILLIAM SELTSAM. Crimson-red.
WM. G. A large scarlet red.
YANKEE KING. A deep strawberry pink.
YANKEE QUEEN. A large fine pink.

Standard List of 31 select large flowering Decorative Dahlias. This is one of the best offers ever made for this class of dahlias, 25c each. \$2.50 per dozen or the 31, all labelled, true to name for \$5.00. Postpaid. Regular value \$7.75.

AVALON. Pure yellow.
BONNIE BRAE. Peach and cream.
CATHERINE WILCOX. White with petals tipped cerise.
DR. TEVIS. Salmon-rose.
ELEANOR GRANT. Almost white.
ELINOR VANDERVEER. Rose pink, fine.
ELIZABETH SLOCOMBE. A large rich purplish-garnet.
F. L. MILLIS. Yellow shading to orange.
JACK ROSE. Jack rose color.
JEAN KERR. White, medium size.
HELVELLA. Rose-pink.
JERSEY BEACON. Chinese scarlet, large.
JERSEY BEAUTY. True pink, a fine flower.
JERSEY IDEAL. A lavender-pink.
JUDGE ALTON PARKER. Golden buff.
JUNIOR. Pure lavender.
MARGARET MASSON. Rose pink.
MARGARET WOODROW WILSON. Opalescent pink, large.
MILLIONAIRE. Delicate lavender.
MINA BURGLE. Brilliant scarlet.
MRS. CARL SALBACH. Mauve pink.
MRS. IDA DE VER WARNER. Deep mauve pink, large and fine.
MRS. JOHN T. SCHEEPER. Large canary-yellow tipped old rose.
PRIDE OF CALIFORNIA. Crimson red.
RALPH BLODGETT. Cornelian red blending to yellow, center tipped orange and white.
SAGAMORE. Golden yellow.
SNOWDRIFT. A fine large white.
SOUV. DE G. DOAZON. Orange-red.
SWIFT. Lemon-yellow.
WILLIAM H. SLOCOMBE. Pale yellow.
W. J. IRWIN. Best lavender purple.

CACTUS DAHLIAS FOR 1937

This collection of some of the finest chrysanthemum shaped dahlias ever grown measuring six to eight inches in diameter.

This collection of 28 Cactus Dahlias, Regular Value \$12.60. The collection correctly labeled for \$10.00, postpaid.

ALICE WHITTIER. Primrose or sulphur-yellow. 50c.
AMBASSADOR. Giant flowers of soft bright yellow, orange center. 50c.
AMERICAN TRIUMPH. Large red, a true Cactus. 50c.
ANDREAS HOFER. Light pink, center white. 50c.
BERTHA HORNE. Deep orange yellow tinted apricot. 50c.
BETTY IVINS. A lovely salmon shade. 50c.
BOB PLEUSE. Giant wine-maroon tipped white. 35c.
BRIDE'S BOUQUET. Clear pure white. 25c.
CHEMAR'S MASTERPIECE. A large orchid-pink. 50c.
CIGARETTE. Soft red tipped white. 50c.
COUNTESS OF LONSDALE. Salmon, rose and pink. 35c.
DELLA V. POTTER. Lavender and white. 35c.
EDNA FERBER. Coral shading old gold, large. 50c.
ELKRIDGE. Splendid pure white. 50c.
FLYING AMBASSADOR. A large white. 50c.
F. W. FELLOWS. Large, bright orange. 50c.
JEAN HARE. Apricot buff tipped golden bronze. 50c.
JERSEY RADIANCE. Bright glowing salmon. 50c.
LAURINE. Deep pink. 25c.
LIBELLE. Deep purple. 25c.

MRS. C. B. BENEDICT. A clear light yellow. 25c.
 MRS. C. H. BRECK. Creamy yellow with shadings of rose and pink. 35c.
 MRS. ETHEL F. T. SMITH. A large white shading to lemon-yellow. 35c.
 MT. SHASTA. Cream white shaded pink. 25c.
 NATURE'S JEWEL. Large pink with white center. 50c.
 ROLLER BOY. Amber shading gold. 50c.
 SISKIYOU. Large pinkish-mauve. 50c.
 SAMUEL T. ALEXANDER. Japan rose. 50c.

POMPON DAHLIAS

Special select New and Recent introduction of some of the very best Pompon Dahlias ever offered, 35c each, \$3.50 per dozen. \$8.40 value. The entire collection of 24 of the finest cut flower Varieties all for \$5.00 postpaid.

ANNA KRISTMAN. Clear yellow.
 BIT O'LILAC. Lilac.
 BEATRICE VON VALKENBURG. Soft pink.
 DARKEST OF ALL. Deep crimson maroon.
 DARKSOME. Deep maroon.
 GOLDEN PAPOOSE. Golden yellow, shaded cherry red.
 HAZEL. Buff to brown.
 JOAN. Orange-red, fine.
 JONKER VON CITTERS. Yellow tipped orange.
 JOHNNIE PEPPIN. Dark crimson-red.
 KITTY C. Red, fine.
 LITTLE LOYD. Deep orange, shading to amber.
 MADELINE PRIMROSE. Yellow edged purple.
 MARY HELEN PAPOOSE. Rose pink, fine form.
 NANKY POO. Golden yellow, brownish center.
 NEATNESS. White, dark purple tip.
 ORANGE BOY. Orange yellow.
 PALE FACE PAPOOSE. Straw or sulphur yellow.
 RITA PAPOOSE. Brilliant cerise pink, small.
 ROSE WILMOTH. Soft rose pink.
 SCARLET GEM. Very bright scarlet.
 SPY. Scarlet.
 SUNNY DAYBREAK. Apricot edge red.
 THE FLAPPER. Deep rose purple and white.

GENERAL LIST OF POMPONS

I will ship this fine collection of 6 fine Pompons for 70c postpaid. 15c each, \$1.50 dozen.

AMBER QUEEN. Clear amber shaded apricot.
 CHALLENGE. Red and white.
 GOLDEN GEM. Yellow and white, very attractive.
 GOLDEN QUEEN. Pure yellow, fine.
 PRINCE CHARMING. Purple.
 RAPHAEL. Dark maroon.

POMPONS SELECT LIST

This is the finest list of Pompon Dahlias I have been able to offer and as a collection they are the finest I know of and I will ship the 27 varieties all different, for \$5.00 postpaid. Regular value \$6.75. 25c each. \$2.50 per dozen.

ARIEL. Buff and yellow.
 BELLE OF SPRINGFIELD. A fine red, small.
 BOBBY. Plum.
 BRUNETTE. Crimson, blotched white.
 BURNING COAL. Glowing shade of red and yellow.
 DAYBREAK. Flesh with soft pink tips.
 DEW DROP. Light pink edged darker.
 FASHION. Orange, large.
 FAIRY QUEEN. Deep orange.

FRAU DE KNOBLE. A fine, delicate flesh color over-laid lavender.
JESSICA. Yellow edged red.
JOE FETTE. Pure white, good stems.
LASSIE. Yellow edged and tipped white.
LEADER. Lemon tipped purple.
LITTLE BEAUTY. Soft pink and white.
LITTLE BELLE. Mauve pink, small.
LITTLE HERMAN. Red and white variegated.
LITTLE JENNIE. Soft primrose.
MARY MUNNS. Fuchsia, dark orchid sheen.
PEE WEE. Soft yellow, with brown center.
PHOEBE. Deep orange.
PURE LOVE. Heliotrope.
PRIDE. Crimson scarlet.
SNOWCLAD. Standard white.
SUNBEAM. Crimson-scarlet.
VIVID. Clear scarlet.
YELLOW GEM. A perfect yellow, a neat flower.

SHOW DAHLIAS

This collection of 23 Show and Fancy Dahlias for \$2.50. 15c each.
 \$1.50 per dozen.

A. D. LIVONI. Soft pink.
AMERICAN BEAUTY. The flowers are of gigantic size. The color of this acquisition is a gorgeous wine-crimson.
ARABELLA. Sulphur-yellow tipped pinkish-white.
D. M. MOORE. Nearly black, a deep maroon.
FREDERICK SPITTEL. Vermilion-scarlet, tipped white.
GLORIE DE GUISCARD. Orange-red, yellow, pink and white.
IMPERIAL. Deep purplish-maroon.
JAMES VICK. Purple-crimson.
LES AMOURS DE MADAM. Pale rose striped scarlet.
MAUDE ADAMS. Snow white overlaid pink.
MAYOR DUNN. A clear scarlet.
MISS HELEN HOLLIS. Deep scarlet.
MRS. CLARA D. ANDERSON. Purple crimson.
PURITAN. White overlaid pink.
RED HUSSAR. Cardinal red.
ROBERT BROOMFIELD. White.
ROSE. Deep pink.
STRADELLA. Deep purple-crimson.
STORM KING. White.
UNCERTAINTY. A brilliant combination of very light shell pink and scarlet. No two flowers are the same.
VIVIAN. White edged rose-violet.
WHITE SWAN. White.
YELLOW DUKE. Yellow, large.

SINGLE AND PEONY-FLOWERED DAHLIAS

This select list of Peony-Flowered and Single Dahlias, 25c each.
 \$2.50 per dozen postpaid.

ACHIEVEMENT. Col. Single. Crimson, white collar.
BLACK BIRD. Single. Deep maroon.
CRIMSON QUEEN. Crimson.
ELLEN E. KELLEY. Peony. Soft yellow.
E. T. TITUS. Peony. A clear yellow.
INCOMPARABLE. White and purple. Single.
LOUIS BLACKMER. Red. Single.
MARGARET PERKINS. Pink. Single.
MME. VAN BYSTEIN. Peony. Light lavender-blue.
MRS. M. W. CROWELL. Peony. Soft amber.
SOUVENIR DE CHABANE. White striped lavender. Col.
THE BRIDE. White.

MINIATURE OR ART DAHLIAS

These are all dwarf growers but very beautiful for cut flowers. A new type of dahlias, the 5 for \$2.00.

BABY ROYAL. Salmon shade apricot. 50c each.

ELIZABETH PAPE. Miniature Cactus. Pink and white. 50c each.

IRENE. Decorative. Deep orange. 50c each.

PINK PEARL. Decorative. Bright pink, fine. 50c each.

RAPALO. Crimson heavily tipped orange buff. \$1.00 each.

TO ANY CUSTOMER sending in a \$10.00 to \$14.00 order, I will send free one of my new J. K. Alexander, Jr., 12-14 inches in diameter, the largest crimson-red Hybrid Decorative ever offered, having a fleck of orange in center of each petal. This is even better than Satan and it sells for only \$1.50 per root and is worth \$5.00 to any Dahlia Grower.

TO ANY CUSTOMER sending in an order for \$15.00 or over, I will send free a bulb of my new Dahlia, Mrs. J. K. Alexander, a 14-16 inch bloom and flowers as free as a Pompon Dahlia, and is the most beautiful yellow ever introduced and sells for \$2.00 per root.

MIXED DAHLIAS

This mixture of some of the best named varieties without labels, all large-flowering, all different, and which sell, under names, at \$2.50 to \$5.00 per doz. I will send 12 fine bulbs, all colors, for \$2.00 postpaid.

Regular mixed, all types, all colors, a fine mixture of 12 all different, for \$1.00 postpaid.

DAHLIA LABELS

Dahlia Labels, Painted, with Wires, 3½-inch iron wire, 75 cents per 100, prepaid; \$3.00 per 1,000 prepaid; 3½-inch, copper wire, \$1.00 per 100, prepaid; \$4.00 per 1,000, prepaid.

Dahlia Labels, with Wires, 3½-inch, iron wire, 50 cents per 100, prepaid; \$3.00 per 1,000; 3½-inch copper wire, 75 cents per 100, prepaid; \$3.50 per 1,000, prepaid. Not less than 600 at 1,000 rates.

WOODEN PLANT LABELS

For any kinds of plants. These are plain labels to be used either in pots or out of doors, with one end pointed.

Plant Labels, 4-inch, plain, 50 cents per 100; prepaid, \$2.00 per 1,000. Five-inch, plain, 60 cents per 100; prepaid \$3.00 per 1,000. Six-inch, plain, 75 cents per 100; prepaid, \$4.00 per 1,000. Not less than 600 at 1,000 rates.

GLADIOLI

The Gladioli are without an equal either for bedding or borders. As a cut flower they are far superior to any other Summer bloomer, either for lasting qualities or for the various uses for which they can be employed. If planted by the last of May, they will bloom by the first to the middle of August, if cared for properly.

The way to Plant—Dig the row or bed from eight to ten inches deep, then spread a liberal amount of good fertilizer in the bottom of the row or bed, then rake it in thoroughly before planting your bulbs from four to six inches deep.

GLADIOLUS FOR 1937

New varieties of special merit. These are all blooming size, and all true to name. These are all large flowering kinds. No Prims in this collection. Six bulbs shipped of one kind at dozen rates.

APRICOT GLOW. Clear apricot, tall. 6c each, 55c per dozen, \$4.50 per 100.

BAGDAD. Smoky old rose. 10c each, \$1.00 per doz., \$7.50 per 100.

BYRON L. SMITH. Choice lavender. 6c each, 55c per doz., \$4.50 per 100.

COMMANDER KOEHL. Blood red, very large. 10c each, \$1.00 per doz., \$7.50 per 100.

DR. MOODY. Light lavender. 6c each, 55c per doz., \$4.50 per 100.

FAY LANPHIER. Large rose pink. 6c each, 55c per doz., \$4.50 per 100.

LA PALOMA. New orange, very tall. 6c each, 55c per doz., \$4.50 per 100.

MINUET. Delicate lavender. 15c each, \$1.50 per doz., \$8.00 per 100.

MRS. VAN KONYNENBURG. Popular light blue. 10c each, 75c per doz., \$6.50 per 100.

NANCY HANKS. Orange, very choice. 6c each, 55c per doz., \$4.50 per 100.

PAUL PFITZER. Velvety purple, fine. 10c each, 75c per doz., \$6.50 per 100.

PERSIA. Velvety maroon, splendid flower. 6c each, 55c per doz., \$4.50 per 100.

PICARDY. Sensational new shrimp pink. 7c each, 65c per doz., \$5.50 per 100.

THE ORCHID. Pure orchid, fine. 10c each, 75c per doz., \$6.50 per 100.

VEILCHENBLAU. Blue violet. 10c each, 75c per doz., \$6.50 per 100.

I will ship 6 each of the 15 new Gladiolus, 90 bulbs, for \$5.00. postpaid anywhere in the U. S. A.

STANDARD GLADIOLUS

ALBANIA. Pure glistening white. 5c each, 25c per doz., \$2.00 per 100.

ALICE TIPLADY. Prim. Orange. 5c each, 25c per doz., \$2.00 per 100.

BERTY SNOW. Lavender pink, large. 10c each, 75c per doz., \$4.50 per 100.

BETTY NUTHALL. Coral pink, large, very good. 10c each, 75c per doz., \$4.50 per 100.

BLUSH QUEEN. Prim. Pink. 5c each, 25c per doz., \$2.00 per 100.

CARMEN SYLVIA. Large, white. 6c each, 50c per doz., \$3.50 per 100.

CRIMSON GLOW. Rich crimson. 6c each, 35c per doz., \$3.00 per 100.

DR. F. E. BENNETT. Brilliant scarlet. 6c each, 50c per doz., \$3.50 per 100.

GIANT NYMPH. Popular tall pink. 6c each, 50c per doz., \$3.50 per 100.

GOLDEN DREAM. Best golden yellow. 6c each, 50c per doz., \$3.50 per 100.

JEWELL. Prim. Salmon pink, clear golden throat. 5c each, 25c per doz., \$2.00 per 100.

LONGFELLOW. La France pink, one of the best. 6c each, 50c per doz., \$3.50 per 100.

LOS ANGELES. Large clear pink. 6c each, 35c per doz., \$2.50 per 100.

MAIDEN'S BLUSH. Prim. Light pink, very early. 5c each, 25c per doz., \$2.00 per 100.

MRS. FRANK PENDLETON. Rose pink. 6c each, 35c per doz., \$2.50 per 100.

MRS. LEON DOUGLAS. Giant pink, 7c each, 50c per doz., \$4.00 per 100.

PINK WONDER. Fine large pink. 6c each, 35c per doz., \$2.50 per 100.

PRINCE OF INDIA. Smoky old rose. 10c each, 75c per doz., \$4.00 per 100.

SCARLET PRINCEPS. Bright scarlet. 7c each, 50c per doz., \$4.00 per 100.

SEABROOK GEM. Rose pink. 10c each, 75c per doz., \$4.50 per 100.

SOUVENIR. Prim. Soft yellow. 6c each, 35c per doz., \$3.00 per 100.

MIXED PRIMULINUS HYBRIDS. A large range of soft yellows, bronze, pink, red and orchid shades. Very early flowering. Are very good for Basket and Table decoration. Flowering two weeks earlier than all others. 25c per doz., \$2.00 per 100. All blooming size.

ALEXANDER'S SELECT MIXED. Nothing better offered in a mixture than this. Large flowering blooms. 35c per doz., \$3.00 per 100, \$25.00 per 1,000.

GRAND MIXED. This is a mixture of all varieties, very attractive. 30c per doz., \$2.50 per 100, \$20.00 per 1,000.

DEPRESSION HARD-TIME PRICES

On Some of the Very Best Bulbs Ever Offered

These are less than wholesale prices quoted by any firm. When ordering please order by number. I stand back of every bulb shipped in these collections and they are the same as regular catalog varieties. All Special Offers Postpaid—Let Me Send Copies of This Catalog to Your Friends

SPECIAL OFFER NO. 1

ALL SPECIAL OFFERS POSTPAID

12 GIANT FLOWERING DAHLIAS, some of the World's best, nothing better grown, all 8 to 12-inch blooms in diameter, and if you will try this collection, you will have a REAL Dahlia garden, regular value \$5.50. All 12 for \$3.00.

ALMA ALEXANDER. Deep orange. 50c.

CHARLOTTE ALEXANDER. White with vein of purple at tips. 50c

ELEANOR GRANT. Almost white. 25c.

GILDA GRAY. Pure lilac shading to deep Tyrian rose. 50c.

JACQUES FUTRELLE. Light greenish-yellow, large. 50c.

MARGARET WOODROW WILSON. Opalescent pink, large. 25c.

MRS. GEORGE SKEEN. Shrimp pink, large. 50c.

MARGARET K. ALEXANDER. Buff and burnt orange, large. 50c.

PRIDE OF STRATFORD. Cadmium orange, large. 50c.

ROYCROFT. A golden-bronze. 50c.

SALEM PRIDE. Rhodamine purple flecked white, large. 50c.

YANKEE KING. A deep strawberry pink. 50c.

SPECIAL OFFER NO. 2

48 GLADIOLI. All large flowering, some of the best kinds grown. Try this collection and have a fine gladioli garden. Regular value \$2.00, for \$1.00.

SPECIAL OFFER NO. 3

SIX GIANT FLOWERING DAHLIAS, all wonderful flowers, nothing any better for the price. Regular value \$1.75, for \$1.00.

EASTERN STAR. Saffron yellow. 50c.

ELEANOR GRANT. White. 25c.

RALPH BLODGETT. Chrome yellow, tipped white. 25c.

MRS. CARL SALBACH. Mauve pink. 25c.

JUDGE ALTON PARKER. Purple-maroon. 25c.

ROMAN EAGLE. Copper. 25c.

SPECIAL OFFER NO. 4

100 SPECIAL MIXED GLADIOLI, all blooming size, 25 separate kinds in this mixture, all types. Regular value \$3.50, for \$1.50 if you want a REAL BUY on GLADS., try this.

SPECIAL OFFER NO. 5

SIX of the best and most beautiful POMPON DAHLIAS for cut flowers, regular value \$1.00, for 70 cents.

AMBER QUEEN. Amber, fine.

CHALLENGE. Red and white.

DEW DROP. Light pink.

GOLDEN QUEEN. The most perfect yellow.

PRINCE CHARMING. Cream tipped purple.

RAPHAEL. Dark maroon.

SPECIAL OFFER NO. 6

TWELVE LARGE-FLOWERING DAHLIAS, one of the best collections ever offered by any one for so small an amount. Regular value \$3.75, for \$2.00.

AVALON. Pure yellow.

ALMA ALEXANDER. Deep orange.

DR. TEVIS. Salmon-rose.

ELEANOR GRANT. Almost white.

JUDGE ALTON PARKER. Golden buff.

MRS. CARL SALBACH. Mauve pink.

MARGARET K. ALEXANDER. Buff and burnt orange, large.

MRS. IDA DE VER WARNER. Deep mauve pink, large.

MARGARET WOODROW WILSON. Opalescent pink, large.

PRIDE OF CALIFORNIA. Crimson red.

SOMERSET. Salmon and old gold shades, a fine flower.

ROYCROFT. A golden-bronze.

SPECIAL OFFER NO. 7

SIX OUTSTANDING DAHLIAS, some of the largest grown. Regular value \$4.50, for \$3.00.

BISHOP FRANCIS JOESPH SPELLMAN. \$1.00.

J. K. ALEXANDER, JR. \$1.50.

PRIDE OF SPRINGHILL. 50c.

MRS. EDNA B. CHAMPLIN. 50c.

RADIO. 50c.

ROXY. 50c.

SPECIAL OFFER NO. 8

TWELVE WONDERFUL LARGE-FLOWERING DECORATIVE DAHLIAS, one of the very best Special Offers ever made, regular value \$6.00, for \$4.00 postpaid.

ALICE GREEN

ALICE M. ALEXANDER

BEATRICE TAYLOR

BROCKTON BEAUTY

CHARLOTTE ALEXANDER

COQUETTE

HERALD TRIBUNE

MABEL GOODACRE

MARGARET K. ALEXANDER

MRS. EDNA B. CHAMPLIN

MRS. GEORGE SKEEN

NANAQUAKET

SPECIAL OFFER NO. 9

TWELVE LARGE-FLOWERING DAHLIAS, a fine combination of color, regular value \$6.00, for \$3.00 postpaid.

C. T. HARDWICK
DAD
EASTERN STAR
GILDA GRAY
IDA TARBELL
JACQUES FUTRELLE

JANE COWL
JERSEY TRIUMPH
MRS. A. E. WHEELER
MRS. JOHN L. EMERSON
MRS. R. T. EDWARDS
PRIDE OF STRATFORD

SPECIAL OFFER NO. 10

POMPON DAHLIAS. I am offering 12 bouquet Dahlias for cut flowers, that have no equal for lasting qualities at less than wholesale prices. You can plant them ten to twelve inches apart and they flower galore, in any soil or climate. You do not have to stake them, they will take care of themselves, providing you keep the soil well cultivated. Value \$2.65; the 12 for \$2.00 postpaid.

AMBER QUEEN. Amber.
ARIEL. Orange.
CHALLENGE. Red and white.
FASHION. Buff.
GOLDEN GEM. Yellow.
GOLDEN QUEEN. Golden yellow.
IRENE. Rose salmon.

LASSIE. Primrose and pink.
LITTLE BEAUTY. White and
lavender.
PRINCE CHARMING. Purple.
RAPHAEL. Crimson.
SNOWCLAD. White.

SPECIAL OFFER NO. 11

TWENTY SELECT DAHLIAS, all different, without labels. This is the best collection ever offered. All types and colors. Regular value \$6.00, all for \$2.00.

SPECIAL OFFER NO. 12

All large **GLADIOLUS** of special merit. Regular value of some of the finest large flowering Gladiolus grown. Six each of the following kinds. Regular value \$1.15, all for 80c prepaid.

6 ALBANIA. White.	6 LOS ANGELES. Salmon pink.
6 JEWELL. Gold amber and pink.	6 LONGFELLOW. Clear pink.
6 BLUSH QUEEN. Soft pink.	6 TOPEZ. Cream and yellow.

These collections sold as listed, and cannot be broken up on account of selling them so cheap.

Be sure your friends get my catalogue.



